



**Date:** July 5, 2011

**To:** Thomas J. Bonfield, City Manager  
**Through:** Theodore L. Voorhees, Deputy City Manager  
**From:** Rhonda B. Parker, Director, Parks and Recreation  
**Subject:** Acceptance of Grant from Liberty Mutual Group, Inc.

### **Executive Summary**

The Liberty Mutual Group, Inc has awarded the City of Durham a grant of \$10,000 as a part of its "Bring Back the Fourth" initiative. Funds from this grant are to be used for the City of Durham's Independence Day Celebration held at the Durham Bulls Athletic Park on Monday, July 4, 2011 (postponed until July 5<sup>th</sup> due to rain). Specifically, Durham Parks and Recreation (DPR) will use these funds in our partnership with the Durham Bulls for the expansion of the fireworks display taking place after the USA baseball game on Independence Day.

### **Recommendation**

The Administration recommends that the City Council authorize the City Manager to accept the "2011 Bring Back the Fourth" Grant by executing the grant documents; and

To adopt the City of Durham "2011 Bring Back the Fourth" Grant Project Ordinance in the amount of \$10,000.00.

### **Background**

Local representatives of the Liberty Mutual Group, Inc. approached the City of Durham Human Resources Department and DPR about participating in the "Bring Back the Fourth" initiative. This initiative involved encouraging members of the community to take a short quiz on American History on the "Bring Back the Fourth" website. Communities with the highest levels of participation received grants of \$10,000 to support community wide celebrations of the holiday. The two (2) City departments worked closely on a communications and marketing plan to encourage participation by employees and citizens. This plan involved email blasts to City and County employees and retirees, a response email to job applicants, postings on community list serves, posting on Facebook pages, media releases, posting on websites, and requests for assistance with promotion to several other community agencies. Liberty Mutual Group provided flyers for posting in City Hall and external City facilities. The City was notified on Tuesday, June 21, 2011 that it was one (1) of three (3) cities nationwide in the "Large City/Town" category to win a grant.

### **Issues/Analysis**

Due to budget challenges, the amount of funding that DPR has been able to contribute to the Independence Day Celebration at the Durham Bulls Athletic Park has decreased over the

past several years. This has resulted in a much shorter fireworks display in celebration of this important holiday. This grant provides the funding so that DPR can work to re-establish the fireworks display that our community expects.

Given the timing of this grant award the Durham Bulls Baseball Club has agreed to cover the additional expenses of a lengthened display until the City Council has accepted and appropriated the grant funds for this purpose.

**Alternatives**

The City Council could choose not to adopt the proposed grant project ordinance; DPR would not accept the grant from the Liberty Mutual Group, Inc. DPR would have to use existing resources to reimburse the Durham Bulls Baseball Club for the fireworks display.

**Financial Impact**

This grant does not require any matching funds. There is no known negative financial impact to receiving this grant.

**Attachments:**

Grant Project Ordinance for the 2011 Bring Back the Fourth grant award  
Grant Award Letter (email) from The Liberty Mutual Group, Inc